

piet zwart institute

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Dear friend of the Piet Zwart Institute,

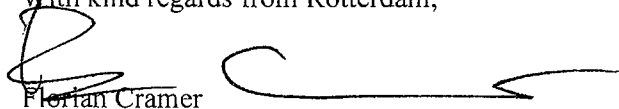
With this letter, we are sending you the 2010 Master graduation catalogue of our Networked Media programme. All projects of our graduates - Emanuele Bonetti, Loredana Bontempi, Selena Savic and Farrah Shakeel - investigate media as social systems. They all do not merely depict those systems, but actively intervene into them. Please have a look. This has been a strong group of students. We are sure that you will find the one or the other work of interest to you in this booklet.

This has been the first year since 2002 in which our Media Master programme has been operating under its new name "Networked Media". We think that it communicates that contents of the programme, its critical engagement with the culture of the Internet and other information systems, and its niche in between practice and theory, design and artistic work, experimentation and activism, much better than the more generic term "media design".

It has also been my last year as the course director of this programme. My own responsibilities will shift to our research programme, and supervision of the Piet Zwart Institute as a whole. My successor for the Master programme, Renee Turner, is brilliant. She has been a tutor in the Piet Zwart Institute for a long time, and her own work and intellectual profile embodies everything that makes the Piet Zwart Institute a rather unique art school. Renee will, for sure, set her own new accents in the Networked Media programme.

I recommend to stay tuned, and follow the news on our web site and public programme mailing list. And if you know media practitioners for whom our programme would offer the right study and research opportunity, please recommend us to them. We are always looking for interesting students, and review applications throughout the year.

With kind regards from Rotterdam,



Florian Cramer

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Florian Cramer, Lector  
Piet Zwart Institute  
Willem de Kooning Academy Hogeschool Rotterdam  
<http://pzwart.wdka.nl>  
<http://pzwart.wdka.nl/communication-in-a-digital-age>



# disrupting systems

Farrah Shakeel  
in collaboration  
with Emaan Wahaj

Selena Savić  
Eat It! City Simulator

Albert Jongstra  
Rotterdam Dance  
Parade

Renee Olde Monnikhof  
24 Hours Rotterdam

Kenneth Rayshon Henry  
Trade

Megan Hoogenboom  
Phobias in Rotterdam

Darija Medic  
The South Collection

Birgit Bachler  
Window Stills

Özalp Eröz  
P. P. Bastard

Loredana Bontempi  
Ddump

Emanuele Bonetti  
peer-to-peer design  
strategies

## Graduation projects

**Emanuele Bonetti, peer-to-peer design strategies:**

How to replace traditional top-down hierarchical graphic design studio work with collaborative methods adapted from Open Source software development.

**Loredana Bontempi, Ddump**

Recycling for digital designers by sharing one's computer trash bin over the network, and working only with files that others have thrown away.

**Selena Savić, Eat It! City Simulator**

A simulation game on the food industry: (1) fill out the questionnaire on the web site, (2) the game will set up a playing field of houses, farms and shops, (3) play the game on the board.

**Farrah Shakeel in collaboration with Emaan Wahaj**

A Pakistani-British Muslim woman advertises her search for a Dutch non-Muslim husband; media traces to be found in the room.

## First year student projects

**Albert Jongstra, Rotterdam Dance Parade**

The Dance Parade, banned by the mayor, resurrected with one truck and dancers wearing Aboutaleb masks.

**Renee Olde Monnikhof, 24 Hours Rotterdam**

Where is Rotterdam's real city center, and how is it shifting over the day? A time-based map based on the opening hours of shops and fast food places.

**Kenneth Rayshon Henry, Trade**

Traces of the hanky color codes for gay cruising in Rotterdam.

**Megan Hoogenboom, Phobias in Rotterdam**

What are people afraid of in which places of Rotterdam, and how to name and map these phobias.

**Darija Medic, The South Collection**

In Rotterdam, abandoned houses are often marked with a red "X" and perforated metal plates. This project maps them as public sculptures.

**Birgit Bachler, Window Stills**

A database and city map of the decorations Rotterdammers put into their apartment windows. Since these windows are like Facebook profiles, the inhabitants of these apartments have been invited to meet and form a social network.

**Özalp Eröz, P. P. Bastard**

A "personal protester" in the form of a rolling ball robot into which one can record one's one protests and have them played back and disseminated in open spaces.